

**LUDLOW**

**borders  
ornaments**



**miscellaneous  
matrices**



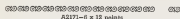
**LUDLOW**

**borders  
ornaments**

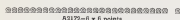
**&**

**miscellaneous  
matrices**

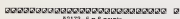
# SELECTED BORDERS AND ORNAMENTS



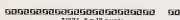
A2171—6 x 12 points



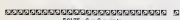
A2172—6 x 6 points



A2173—6 x 6 points



A2174—6 x 12 points



A2175—6 x 6 points



A2176—6 x 8 points



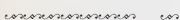
A2177—6 x 6 points



A2178—6 x 6 points



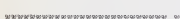
A2179—6 x 6 points



A2180—6 x 18 points



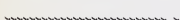
A2181—6 x 6 points



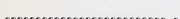
A2182—6 x 6 points



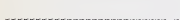
A2183—6 x 6 points



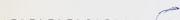
A2184—6 x 6 points



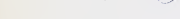
A2185—6 x 6 points



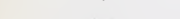
A2186—6 x 6 points



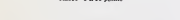
A2187—6 x 16 points



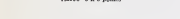
A2188—6 x 6 points



A2189—6 x 16 points



A2190—6 x 6 points



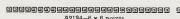
A2191—6 x 6 points



A2192—6 x 6 points



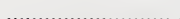
A2193—6 x 6 points



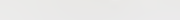
A2194—6 x 6 points



A2195—6 x 6 points



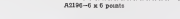
A2196—6 x 6 points



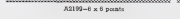
A2197—6 x 12 points



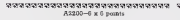
A2198—6 x 6 points



A2199—6 x 6 points



A2200—6 x 6 points



A2201—6 x 6 points



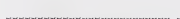
A2202—6 x 16 points



A2203—6 x 8 points



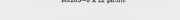
A2204—6 x 6 points



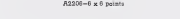
A2205—6 x 12 points



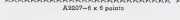
A2206—6 x 6 points



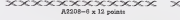
A2207—6 x 6 points



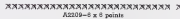
A2208—6 x 12 points



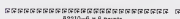
A2209—6 x 6 points



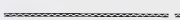
A2210—6 x 6 points



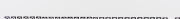
A2211—6 x 6 points



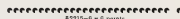
A2212—6 x 6 points



A2213—6 x 6 points



A2214—6 x 6 points



A2215—6 x 6 points



A2216—6 x 6 points



A2217—6 x 6 points



A2218—6 x 6 points



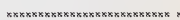
A2219—6 x 6 points



A2220—6 x 6 points



A2221—6 x 6 points



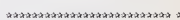
A2222—6 x 6 points



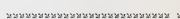
A2223—6 x 6 points



A2224—6 x 6 points



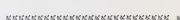
A2225—6 x 6 points



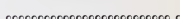
A2226—6 x 6 points



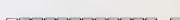
A2227—6 x 6 points



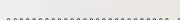
A2228—6 x 6 points



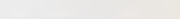
A2229—6 x 6 points



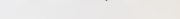
A2230—6 x 18 points



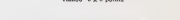
A2231—6 x 6 points



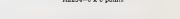
A2232—6 x 6 points



A2233—6 x 6 points



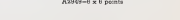
A2234—6 x 6 points



A2235—6 x 6 points



A2236—6 x 6 points



A2237—6 x 6 points

# LUDLOW BORDERS AND ORNAMENTS



A626—36 x 54 points



A627—36 x 36 points



A628—36 x 36 points



A662—48 x 96 points



A652—24 x 48 points



A661—48 x 48 points



A651—24 x 24 points



[3/4-inch matrices]



A668—72 x 72 points



A665—72 x 72 points



A656—24 x 24 points



A660—36 x 36 points



A659—24 x 24 points



A650—12 x 24 points



A679—12 x 24 points



B709—6 x 18 points



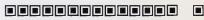
C655—6 x 6 points



C653—6 x 6 points



C656—6 x 12 points



C8—12 x 12 points



C9—12 x 12 points



C6—12 x 12 points



C655—12 x 12 points



C1469—18 x 18 points



C1469—18 x 18 points



C1469—18 x 18 points



C375—12 x 12 points



C374—12 x 12 points



C378—12 x 12 points



C377—12 x 12 points



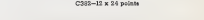
C378—12 x 12 points



C379—12 x 12 points

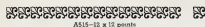


C386—12 x 24 points



C385—12 x 24 points

# LUDLOW BORDERS AND ORNAMENTS



# LUDLOW BORDERS AND ORNAMENTS



A774-24 x 24 points



A775-24 x 24 points



A775-24 x 24 points



A752-48 x 32 points



A751-48 x 48 points



A753-60 x 48 points



AA749-80 x 42 points (1 1/4-inch matrices)



AA748-60 x 60 points (1 1/4-inch matrices)



AA750-60 x 60 points (1 1/4-inch matrices)



A720-30 x 30 points



A360-12 x 36 points



A359-12 x 36 points



A696-24 x 48 points



A407-12 x 24 points



A408-24 x 48 points



B268-12 x 9 points



B267-12 x 9 points



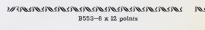
A568-12 x 24 points



A569-12 x 24 points



B332-6 x 12 points



B553-6 x 12 points



C7-12 x 12 points



B19-24 x 24 points



B21-12 x 12 points



B20-24 x 14 points



A12-14 x 56 points



C547-12 x 12 points



A542-12 x 12 points

# LUDLOW BORDERS AND ORNAMENTS



A41448-80 point 13 1/4 matrice No. 21-OPT



C388-48 point, No. 11-L Floret



C1447-48 point No. 21-OPT



C446-36 point No. 21-OPT



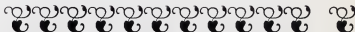
C365-48 point, No. 11-L Floret



C1445-24 point No. 21-OPT



C484-6 x 6 points



C365-36 point, No. 11-L Floret



C485-6 x 12 points



C486-6 x 18 points



C365-30 point, No. 11-L Floret



C487-6 x 24 points



C488-6 x 12 points



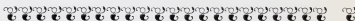
C364-24 point, No. 11-L Floret



C351-6 x 12 points



C363-6 x 6 points



C362-18 point, No. 11-L Floret



C364-6 x 6 points



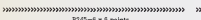
C352-6 x 12 points



C362-14 point, No. 11-L Floret



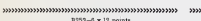
B713-6 x 12 points



B245-6 x 6 points



C361-18 point, No. 11-L Floret



B259-6 x 12 points



C360-10 point, No. 11-L Floret



C364-6 x 6 points



C367-12 x 12 points



C359-8 point, No. 11-L Floret



C704-6 x 6 points



C368-12 x 12 points



C358-8 point, No. 11-L Floret



# LUDLOW BORDERS AND ORNAMENTS



C796-18 x 24 points



A719-12 x 36 points



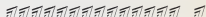
C795-18 x 18 points



A778-12 x 12 points



C797-18 x 18 points



A777-12 x 12 points



C793-18 x 24 points



C703-12 x 12 points



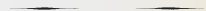
C792-18 x 18 points



C250-6 x 12 points



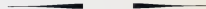
C794-18 x 18 points



B718-6 x 72 points



C790-18 x 18 points



B773-6 x 72 points



C791-18 x 18 points



B711-6 x 18 points



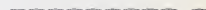
A717-24 x 24 points



B712-6 x 18 points



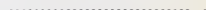
A718-18 x 18 points



B710-6 x 18 points



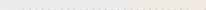
A715-18 x 18 points



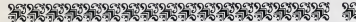
B705-8 x 6 points



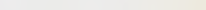
A511-18 x 18 points



B721-6 x 6 points



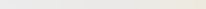
A513-18 x 18 points



B706-8 x 4 points



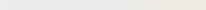
A513-18 x 18 points



B714-6 x 12 points



A514-18 x 18 points



B707-6 x 6 points



B708-6 x 6 points



C540-12 x 12 points



C541-12 x 12 points



A555-12 x 24 points

# LUDLOW BORDERS AND ORNAMENTS



A60-14 x 14 points



A548-18 x 30 points



A89-14 x 14 points



A549-18 x 18 points



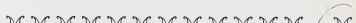
A62-14 x 14 points



A550-18 x 18 points



A61-14 x 14 points



A370-24 x 24 points



C250-12 x 12 points



A370-24 x 24 points



C259-12 x 12 points



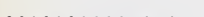
A571-24 x 24 points



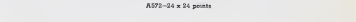
C67-12 x 12 points



A572-24 x 24 points



C11-12 x 12 points



A572-24 x 24 points



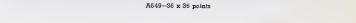
C246-6 x 6 points



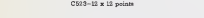
A649-36 x 36 points



C503-12 x 12 points



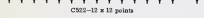
A649-36 x 36 points



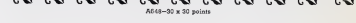
C502-12 x 12 points



A649-36 x 36 points



C504-12 x 12 points



A650-30 x 30 points



C262-12 x 12 points



A650-30 x 30 points



C262-12 x 12 points



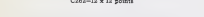
A781-30 x 18 points



C262-12 x 12 points



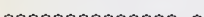
A780-30 x 30 points



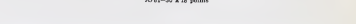
C10-15 x 12 points



A781-30 x 18 points



B354-12 x 12 points



A780-30 x 30 points



C521-12 x 12 points



A780-30 x 30 points



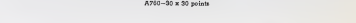
B382-12 x 24 points



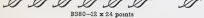
A780-30 x 30 points



A727-12 x 18 points



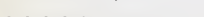
A780-30 x 30 points



A727-12 x 18 points



A780-30 x 30 points



A727-12 x 18 points



A780-30 x 30 points

# LUDLOW BORDERS AND ORNAMENTS



A38-24 x 24 points



A57-12 x 12 points



A987-36 x 64 points



A977-12 x 36 points



A981-36 x 96 points



A982-16 x 60 points



A978-16 x 96 points



A983-16 x 72 points



A985-16 x 72 points



A986-16 x 72 points



A984-16 x 72 points



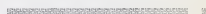
A979-16 x 96 points



A980-16 x 96 points



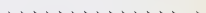
C702-6 x 6 points



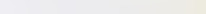
C1532-6 x 6 points



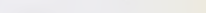
C170-12 x 12 points



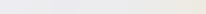
C181-12 x 12 points



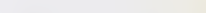
C4-12 x 12 points



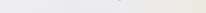
C179-6 x 6 points



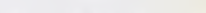
B957-6 x 6 points



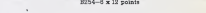
C5-12 x 12 points



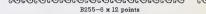
C248-6 x 6 points



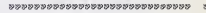
B254-6 x 12 points



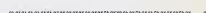
B255-6 x 12 points



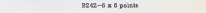
B241-6 x 6 points



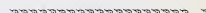
B242-6 x 6 points



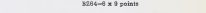
B284-6 x 9 points



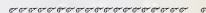
B285-6 x 9 points



B289-6 x 5 1/2 points



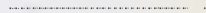
B270-6 x 5 points



B271-6 x 5 1/4 points



B272-6 x 5 1/4 points

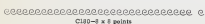
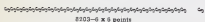
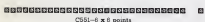
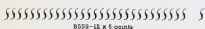
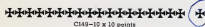


B273-6 x 5 1/4 points



B256-6 x 6 points

# LUDLOW BORDERS AND ORNAMENTS



# LUDLOW BORDERS AND ORNAMENTS



AA1004-54 x 54 points One and one-quarter inch matrices



AA1003-54 x 54 points One and one-quarter inch matrices



AA1005-54 x 54 points One and one-quarter inch matrices



A994-36 x 36 points



A993-36 x 36 points



A995-36 x 36 points



A1001-24 x 24 points



A1000-24 x 24 points



A1002-24 x 24 points



A996-36 x 36 points



A997-36 x 36 points

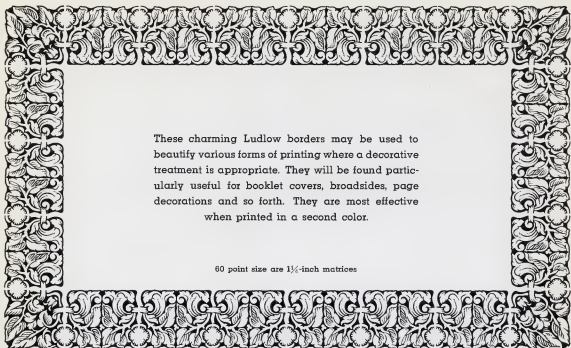


A998-24 x 24 points



A999-24 x 24 points

# LUDLOW BORDERS AND ORNAMENTS



These charming Ludlow borders may be used to beautify various forms of printing where a decorative treatment is appropriate. They will be found particularly useful for booklet covers, broadsides, page decorations and so forth. They are most effective when printed in a second color.

60 point size are  $1\frac{1}{4}$ -inch matrices

## 48 POINT BORDER UNITS



A744



A743



A745



A746



A747

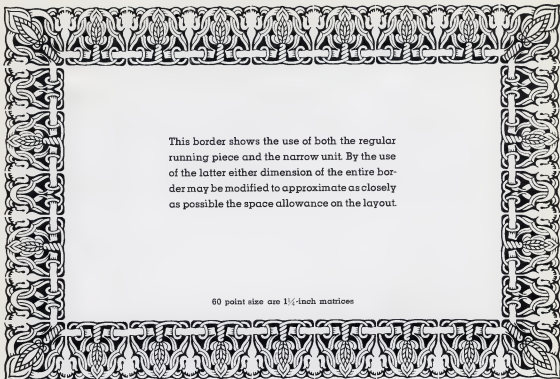
The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA739, AA738, AA740, AA741 and AA742



**Ludlow Typograph Company**

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are  $\frac{3}{4}$ -inch matrices



This border shows the use of both the regular running piece and the narrow unit. By the use of the latter either dimension of the entire border may be modified to approximate as closely as possible the space allowance on the layout.

60 point size are  $1\frac{1}{4}$ -inch matrices

## 48 POINT BORDER UNITS



A732



A735



A731



A733



A734



A736

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA724, AA727, AA723, AA725, AA726 and AA728



**Ludlow Typograph Company**

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are  $\frac{3}{8}$ -inch matrices

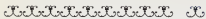
# LUDLOW BORDERS AND ORNAMENTS



A591—12 x 12 points



A630—36 x 54 points



A630—36 x 54 points



A636—12 x 12 points



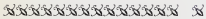
A639—36 x 36 points



A635—12 x 12 points



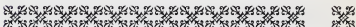
A654—24 x 36 points



A657—12 x 12 points



A658—12 x 12 points



A653—24 x 24 points



A655—12 x 12 points



A656—12 x 12 points



A656—36 x 72 points



A656—12 x 12 points



A653—36 x 36 points



A657—12 x 12 points



A658—12 x 12 points



A656—24 x 48 points



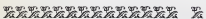
A658—12 x 12 points



A655—24 x 24 points



A651—12 x 12 points



A652—12 x 12 points



A652—36 x 36 points



A653—12 x 12 points



A651—36 x 36 points



A654—12 x 12 points



A643—12 x 12 points



A661—36 x 36 points



A644—12 x 12 points



# LUDLOW BORDERS AND ORNAMENTS



C1633-66 x 24 points [1 1/4-inch matrices]



C1839-60 x 24 points [1 1/4-inch matrices]



C1851-60 x 24 points [1 1/4-inch matrices]



C1890-60 x 24 points [1 1/4-inch matrices]



C1939-62 x 24 points [1 1/4-inch matrices]



C1628-62 x 24 points [1 1/4-inch matrices]



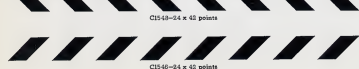
C1567-54 x 60 points



C1545-54 x 60 points



C1603-54 x 54 points



C1544-54 x 54 points



C1543-54 x 42 points



C1546-54 x 42 points



C1485-48 x 48 points



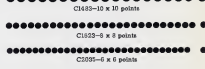
C1426-36 x 36 points



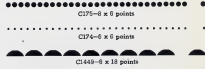
C1390-24 x 24 points



C1389-18 x 18 points



C1484-14 x 14 points



C2-12 x 12 points



C1439-10 x 10 points



C1323-8 x 8 points



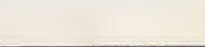
C2095-6 x 6 points



C175-8 x 6 points



C174-6 x 6 points



C1449-6 x 12 points



B920-36 x 36 points



B919-24 x 24 points



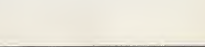
B918-12 x 12 points



B1801-8 x 8 points



PLAYING CARD SYMBOLS



C1986



C1987



C1988



C1989



C1422



C1423



C1424



C1425



C1418



C1419



C1420



C1421










16 x 12 points

# LUDLOW BORDERS AND ORNAMENTS










## ARTCRAFT ORNAMENTS

C817		10 point
C818		12 point
C819		14 point
C820		18 point
C821		24 point
C822		30 point
C823		36 point
C824		42 point
C825		48 point

## ARTCRAFT ORNAMENTS

C808		10 point
C809		12 point
C810		14 point
C811		18 point
C812		24 point
C813		30 point
C814		36 point
C815		42 point
C816		48 point

## ARTCRAFT ORNAMENTS




C799		10 point
C800		12 point
C801		14 point
C802		18 point
C803		24 point
C804		30 point
C805		36 point
C806		42 point
C807		48 point

## CAMEO ORNAMENTS

B827		12 point
B830		14 point
B833		18 point
B836		24 point
B839		30 point
B842		36 point
B845		42 point
B848		48 point

## FIVE POINTED STARS

Outline

C200		6 x 6 points
C201		8 x 8 points
C202		10 x 10 points
C18		12 x 12 points
C362		14 x 14 points
C363		18 x 18 points
C16		24 x 24 points
C364		30 x 30 points
C19		36 x 36 points

## CAMEO ORNAMENTS

Left Side

B826		12 point
B829		14 point
B832		18 point
B835		24 point
B838		30 point
B841		36 point
B844		42 point
B847		48 point









## FIVE POINTED STARS

Full Face

C2054		4 x 4 points
C281		6 x 6 points
C282		8 x 8 points
C283		10 x 10 points
C17		12 x 12 points
C365		14 x 14 points
C366		18 x 18 points
C15		24 x 24 points
C367		30 x 30 points
C14		36 x 36 points
C1010		42 x 42 pts.
C1011		48 x 48 pts.

## CAMEO ORNAMENTS

Right Side

B828		12 point
B831		14 point
B834		18 point
B837		24 point
B840		30 point
B843		36 point
B846		42 point
B849		48 point

## PATRIOTIC BORDERS AND ORNAMENTS



C1591—48 x 54 points



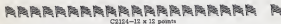
C1590—36 x 42 points



C2123—24 x 24 points



C2125—18 x 18 points



C2124—12 x 12 points



AA2238 Stars-AA2239 Stripes  
84 x 72 points



AA2236 Stars-AA2237 Stripes  
72 x 60 points



AA2165 Stars-AA2167 Stripes  
48 x 48 points



AA2144 Stars-AA2145 Stripes  
36 x 36 points



AA2142 Stars-AA2143 Stripes—72 x 60 points



AA2140 Stars-AA2141 Stripes—48 x 40 points



C2138—48 x 40 points



C2136—36 x 30 points



C2137—24 x 20 points



C2137—12 x 12 points



C2195—20 x 54 points



C2194—14 x 18 points



C2193—10 x 12 points



C2195—24 x 24 points



C2193—18 x 18 points



C2191—12 x 12 points

## HALLOWEEN BORDERS AND ORNAMENTS



A2190—48 x 48 points



A2190—24 x 24 points



A2190—36 x 30 points



A2197—18 x 15 points



A2190—36 x 24 points



A2149—24 x 18 points



A2148—18 x 12 points



A2195—36 x 36 points



A2195—18 x 18 points



A2194—12 x 12 points



A2195—36 x 36 points



A2192—24 x 24 points



A2191—15 x 15 points

# LUDLOW BORDERS AND ORNAMENTS



C1333-24 x 24 points



C1334-18 x 18 points



C975-18 x 18 points



C12-12 x 12 points



C974-12 x 12 points



C865-6 x 6 points



C817-12 x 24 points



C973-9 x 18 points



C972-6 x 12 points



C918-6 x 12 points



C890-6 x 6 points



C1796-12 x 12 points



C1797-12 x 12 points



C868-9 x 9 points



C869-9 x 9 points



C966-6 x 6 points



C967-6 x 6 points



C1854-6 x 6 points



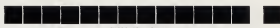
C1853-6 x 6 points



C971-18 x 9 points



C970-12 x 6 points



C1454-18 x 18 points



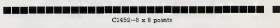
C1386-12 x 12 points



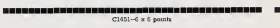
C1-12 x 12 points



C1455-10 x 10 points



C1452-8 x 8 points



C1451-6 x 6 points



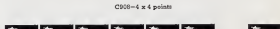
C177-6 x 6 points



C178-6 x 6 points



C433-8 x 18 points



C958-4 x 4 points



1908-24 x 34 points



1909-24 x 34 points



1910-24 x 34 points



1911-24 x 34 points



C890-12 x 36 points



C1591-48 x 54 points



C1590-36 x 42 points



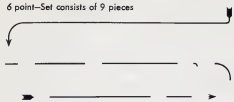
A50-36 x 48 points



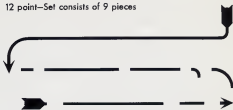
C1583-48 x 48 points

# LUDLOW COMPOSITE PIECE ARROWS

6 point—Set consists of 9 pieces



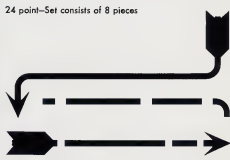
12 point—Set consists of 9 pieces



18 point—Set consists of 9 pieces



24 point—Set consists of 8 pieces



36 point  
Set consists of 8 pieces



## Coal

Now is the time to buy  
your supply of coal for  
winter at the best price  
SOUTHERN COAL CO.

Border for advertisement formed from 24-point piece arrows

Central Machinery Company  
470 Central Boulevard  
Chicago, Illinois

Border for window envelope formed from 6-point piece arrows

# CHRISTMAS BORDERS AND ORNAMENTS



A1555 Leaf-A1558 Berries-12 x 12 points



A1556 Leaf-A1559 Berries-12 x 24 points



A1557 Leaf-A1560 Berries-12 x 12 points



A1570 Leaf-A1573 Berries-18 x 18 points



A1571 Leaf-A1574 Berries-18 x 36 points



A1572 Leaf-A1575 Berries-18 x 18 points



A1552-12 x 12 points



A1553-12 x 24 points



A1554-12 x 12 points



A1557-18 x 18 points



A1566-18 x 36 points



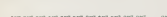
A1569-18 x 18 points



A1549-12 x 12 points



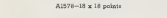
A1550-12 x 24 points



A1501-12 x 12 points



A1576-18 x 18 points



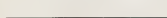
A1577-18 x 36 points



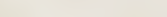
A1578-18 x 18 points



A1578-18 x 18 points



A1578-18 x 18 points



A1578-18 x 18 points



A1578-18 x 18 points



A1400 Leaf-A1403 Berries-12 x 12 points



A1402 Leaf-A1405 Berries-12 x 18 points



A1404 Leaf-A1407 Berries-12 x 12 points



A1305-12 x 12 points



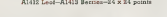
A1306-12 x 18 points



A1307-12 x 12 points



A1412 Leaf-A1413 Berries-24 x 24 points



A1414 Leaf-A1415 Berries-24 x 36 points



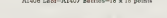
A1416 Leaf-A1417 Berries-24 x 24 points



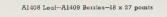
A1408 Leaf-A1409 Berries-18 x 36 points



A1408 Leaf-A1409 Berries-18 x 36 points



A1408 Leaf-A1409 Berries-18 x 36 points



A1408 Leaf-A1409 Berries-18 x 36 points



A1410 Leaf-A1411 Berries-18 x 18 points



A1311-24 x 24 points



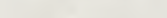
A1312-24 x 36 points



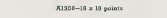
A1313-24 x 24 points



A1306-18 x 18 points



A1306-18 x 18 points



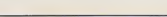
A1306-18 x 18 points



A1306-18 x 18 points



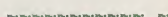
A1306-18 x 18 points



A1306-18 x 18 points



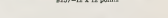
A1310-18 x 18 points



B058-12 x 12 points



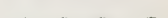
B257-12 x 12 points



A1580 Wreath-A1581 Berries-36 x 36 points



A1579-36 x 36 points



A1561-12 x 24 points



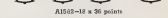
A1562-18 x 36 points



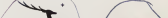
A1563-18 x 36 points



A1564-36 x 36 points



A1565-36 x 36 points



A1566-72 x 80 points (1 1/4-inch matrices)



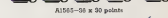
A1593-48 x 42 points



A1565-36 x 36 points



A1565-36 x 36 points



A1565-36 x 36 points



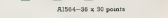
A1565-36 x 36 points



A1564-36 x 36 points



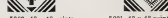
A1564-36 x 36 points



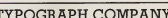
A1564-36 x 36 points



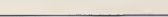
A1564-36 x 36 points



A1564-36 x 36 points



A1564-36 x 36 points

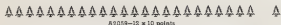


A1564-36 x 36 points

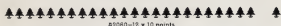
# CHRISTMAS BORDERS AND ORNAMENTS



A2058-12 x 10 points



A2059-12 x 10 points



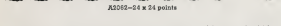
A2060-12 x 10 points



A2061-12 x 10 points



A2062-24 x 24 points



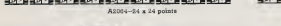
A2063-36 x 36 points



A2064-24 x 24 points



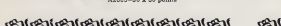
A2065-24 x 24 points



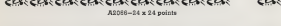
A2066-24 x 24 points



A2067-24 x 24 points



A2068-24 x 24 points



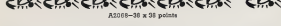
A2069-24 x 24 points



A2070-24 x 24 points



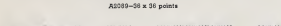
A2071-24 x 24 points



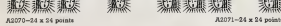
A2072-24 x 24 points



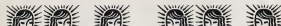
A2073-24 x 24 points



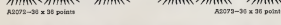
A2074-24 x 24 points



A2075-24 x 24 points



A2076-24 x 24 points



A2077-24 x 24 points



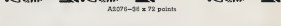
A2078-24 x 24 points



A2079-24 x 24 points



A2080-36 x 72 points



A2081-36 x 72 points



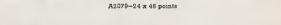
A2082-24 x 48 points



A2083-24 x 48 points



A2084-24 x 48 points



A2085-24 x 48 points



A2086-36 x 72 points



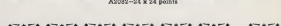
A2087-36 x 72 points



A2088-24 x 48 points



A2089-24 x 48 points



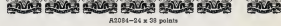
A2090-24 x 48 points



A2091-36 x 36 points



A2092-24 x 48 points



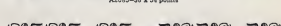
A2093-24 x 48 points



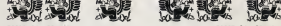
A2094-36 x 36 points



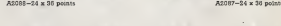
A2095-24 x 48 points



A2096-24 x 48 points



A2097-24 x 48 points



A2098-36 x 36 points



A2099-36 x 36 points



A2100-36 x 36 points

# LUDLOW MISCELLANEOUS MATRICES

## DOLLAR-SALE FIGURES

\$1

\$1

\$1

\$1

\$1

\$1

Point Size

96

72

60

48

36

36 Point Figure in Circle

### LUDLOW BLACK VERTICAL DOLLAR MARKS

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\$

42 Point

36 Point

30 Point

24 Point

Point Size

48

42

36

30

24

18

### VERTICAL DOLLAR MARKS

### VERTICAL CENT MARKS—Cheltenham Bold Condensed

¢

¢

¢

¢

Point Size

120

96

84

72

### CENT MARKS—Roman Bold

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¢

Point Size

48

42

36

30

24

18

14

12

### CENT MARKS—Italic Bold

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Point Size

42

36

30

24

18

14

12

### CENT MARKS—Century Bold and Bold Italic

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Point Size

42

30

18

42

30

12

### CENT MARKS—Roman Light

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Point Size

14

12

10

8

6

### SPECIAL LOGOTYPES

ST ND RD TH

14 Point 1-2 Top Alignment

ST ND RD TH

14 Point 2-BC Top Alignment

### LUDLOW BLACK CENT MARKS

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48 Point

42 Point

36 Point

30 Point

24 Point

18 Point

14 Point

12 Point

10 Point

8 Point

### LUDLOW BLACK ITALIC ASTERISKS

\*

12 Point

\*

14 Point

### LUDLOW BLACK ITALIC SECTION MARK

§

14 Point

The 96, 72 and 60 point sizes of the Dollar-Sale Figures are cast vertically on the slug. The 48 and 36 point size without circle are available in matrices to cast vertically as horizontally with the slug.



# LUDLOW MISCELLANEOUS MATRICES

## ARITHMETICAL SIGNS

### Lightface

6 Point	+	-	×	÷	=
8 Point	+	-	×	÷	=
10 Point	+	-	×	÷	=
12 Point	+	-	×	÷	=

### Boldface

12 Point	+	-	×	÷	=
14 Point	+	-	×	÷	=
18 Point	+	-	×	÷	=

## NUMBER SIGNS

### Lightface

6 Point #	8 Point #	10 Point #	12 Point #
-----------	-----------	------------	------------

### Boldface

12 Point #	14 Point #	18 Point #
------------	------------	------------

## CARE-OF SIGNS

6 Point %	8 Point %	10 Point %	12 Point %
-----------	-----------	------------	------------

## INCH MARKS

11	11	11	11	11	11	11	11	11	11	11
48	42	36	30	24	18	14	12	10	8	6

## FOOT MARKS

11	11	11	11	11	11	11	11	11	11	11
48	42	36	30	24	18	14	12	10	8	6

## CHECK MARKS

Point Size	6	8	10	12
Light	✓	✓	✓	✓
Point Size	6	8	10	12
Bold	✓	✓	✓	✓

## RADICAL MARKS

Point Size	6	8	10	12	12	14
Light	✓	✓	✓	✓	Bold	✓

## DEGREE MARKS

6 Point °	8 Point °	10 Point °
-----------	-----------	------------

## COPYRIGHT SIGNS

6 Point ©	8 Point ©	10 Point ©
-----------	-----------	------------

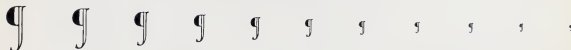
## COMMERCIAL SIGNS

Size	Pound	Com'l S	Sq. Gothic Com'l S	Account	Per	Section	Italic Section	Dagger	Double Dagger
6 Point	lb	@	@	%	℥	§		†	‡
8 Point	lb	@	@	%	℥	§		†	‡
10 Point	lb	@	@	%	℥	§		†	‡
12 Point	lb	@	@	%	℥	§	§	†	‡
14 Point	lb	@		%	℥	§	§	†	‡
18 Point		@				§	§	†	‡
24 Point		@				§	§	†	‡

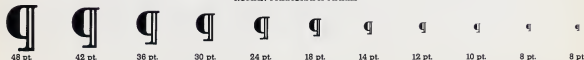
Section marks are made for Tempo Light 12 to 48 point inclusive, Tempo Bold 12 to 72 point inclusive and for Tempo Heavy 12 to 48 point inclusive.

Also made in 30, 35, 42 and 48 pt. Also made in 30, 35 and 48 pt.

## 11-L PARAGRAPH MARKS

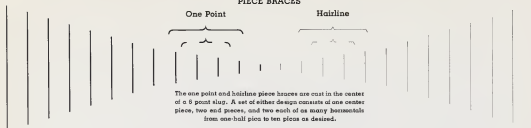


## ROMAN PARAGRAPH MARKS



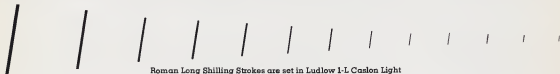
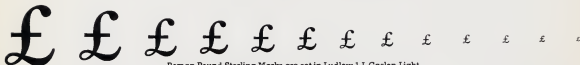
# LUDLOW MISCELLANEOUS MATRICES

## PIECE BRACES



## POUND STERLING MARKS AND SHILLING STROKES

72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt. 6 pt.



Pound Sterling Marks are available in all point sizes of all Ludlow typefaces—for purchase as extra characters. These may be substituted for the dollar mark without extra charge when desired.

The 6 point italic Pound Sterling Mark is on a roman body matrix

Regular (long) Shilling Strokes are available in all point sizes of all Ludlow typefaces—for purchase as extra characters.

Short Shilling Strokes are available in all point sizes of practically all Ludlow typefaces.

# LUDLOW MISCELLANEOUS MATRICES

## LUDLOW PARENTHESES AND BRACKETS

Point Size

72	60	48	42	36	30	24	18	14	12	10	8	6
( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Examples set in Ludlow 30-LM Karnak Intermediate

Parentheses and Brackets are included in the font in all point sizes of many Ludlow typefaces, as shown in the individual typeface specimen pages. In other typefaces, they are available for purchase as extra characters.

## LUDLOW 28-B TEMPO BOLD DEATH CROSS

### LUDLOW BRACES

{ }	{ }	{ }	{ }	{ }	{ }	{ }	{ }	{ }	{ }
48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.		

+	+	+	+	+	+	+	+	+	+
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.

Death Crosses are made for Tempo Light 12 to 48 point inclusive, Tempo Heavy Italic 24, 30, 36 and 48 point, Casual Light Italic 14, 18, 24, 30, 36 and 48 point, Casual Old Face Heavy 18, 24, 36 and 48 point, Century Bold 14, 30, 36, 42 and 48 point, and Ludlow Black and its Italic in 14 point.

Point Size

## LUDLOW ELECTION SQUARES AND CIRCLES

42	36	30	24	18	14	12	10	8	6	36	30	24	18
□	□	□	□	□	□	□	□	□	□	○	○	○	○

## LUDLOW ELECTION SQUARES AND CIRCLES WITH CROSS

36	30	24	18	14	12	10	8	6	36	30	24	18
⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗

## LUDLOW ASTERISKS

Point Size

### ROMAN LIGHT

48	42	36	30	24	18	14	12	10	8	6
*	*	*	*	*	*	*	*	*	*	*

### ITALIC LIGHT

*	*	*	*	*	*	*	*	*	*	*
---	---	---	---	---	---	---	---	---	---	---

Point Size

### MODERN

48	42	36	30	24	18	14	12	10	8	6
*	*	*	*	*	*	*	*	*	*	*

### MODERN ITALIC

*	*	*	*	*	*	*	*	*	*	*
---	---	---	---	---	---	---	---	---	---	---

## PER CENT MARKS

### VERTICAL PER CENT MARKS

Ludlow Vertical Per Cent Marks are cast the long way of the slug making high or low adjustment possible with any size figures. The three sizes shown here are 3/4 inch matrices.

72  
Point

%

84  
Point

%

96  
Point

%

# LUDLOW MISCELLANEOUS MATRICES

FISTS—FULLFACE



48 Point



42 Point



36 Point



30 Point



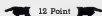
24 Point



18 Point



14 Point



12 Point



10 Point



8 Point



6 Point

FISTS—OUTLINE



48 Point



42 Point



36 Point



30 Point



24 Point



18 Point



14 Point



12 Point



10 Point



8 Point



6 Point

CALENDAR FIGURES

23/30 24/31

30 Point 24-L Garamond

CORNER BLOCK FOR  
BUSINESS REPLY CARD



Window Indicators

No. 955

No. 956

PRESCRIPTION  
MARK



48 Point

Available in any standard  
typeface and point size

ARROWS



6 Point



12 Point



Matrix No. 1934

# LUDLOW MISCELLANEOUS MATRICES

## STUBBY ARROWHEADS

### Solid



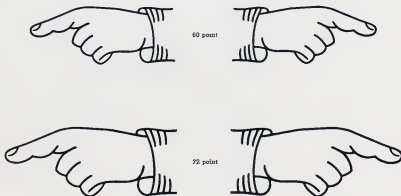
### Outline



## FISTS—FULLFACE



## FISTS—OUTLINE



# LUDLOW LEADERS AND RULES

## HORIZONTAL DOT LEADERS

### One Dot to the em—1½ point Dot

No. 59 12 pt. alignment	No. 72 14 pt. alignment
No. 75 18 pt. alignment	

### Two Dots to the em—1½ point Dot

No. 73 14 pt. alignment	No. 78 18 pt. alignment
-------------------------	-------------------------

### Two Dots to the em—1¼ point Dot

#### No. 70 12 pt. alignment

### Three Dots to the em

No. 1008 ½ point dot	8 point alignment
----------------------	-------------------

No. 1009 ¾ point dot	10 point alignment
----------------------	--------------------

No. 71 1 point dot	12 point alignment
--------------------	--------------------

No. 74 1¼ point dot	14 point alignment
---------------------	--------------------

No. 77 1½ point dot	18 point alignment
---------------------	--------------------

### Six Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
921	6-8 point	2 points
922	6-8 point	4 points
923	6-8 point	6 points
924	6-8 point	8 points
925	6-8 point	10 points
926	6-8 point	12 points
927	6-8 point	14 points
928	6-8 point	16 points
929	6-8 point	18 points
930	6-8 point	20 points
931	6-8 point	22 points
932	6-8 point	24 points
933	6-8 point	26 points
934	6-8 point	28 points
935	6-8 point	30 points
936	6-8 point	32 points
937	6-8 point	34 points
938	6-8 point	36 points
939	6-8 point	38 points
940	6-8 point	40 points

### Three Dots to the Pica

No. 100	1 point dot	6-8 point alignment
---------	-------------	---------------------

### Eight Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
343	10-12 point	12 points
344	10-12 point	14 points
345	6-LP	12 points
346	6-LP	14 points

## HORIZONTAL HYPHEN LEADERS

### ½ Point Hyphen—5 Hyphens to the Pica

Number	Alignment	Setwidth
180	6-8 point	12 points
181	6-8 point	14 points
182	6-8 point	16 points
183	6-8 point	18 points
184	6-8 point	20 points
185	6-8 point	22 points
186	6-8 point	24 points
187	6-8 point	26 points
188	6-8 point	28 points
189	6-8 point	30 points
190	6-8 point	32 points
191	6-8 point	34 points
192	6-8 point	36 points
193	6-8 point	38 points
194	6-8 point	40 points

### ½ Point Hyphen—2 Hyphens to the em

Number	Alignment	Setwidth
79	10-12 point	12 points
81	14 point	14 points
79	18 point	18 points

## HORIZONTAL HYPHEN LEADERS

### ½ Point Hyphen—3 Hyphens to the em

Number	Alignment	Setwidth
1083	6 point	6 points
1084	8 point	8 points
1085	10 point	10 points

## VERTICAL DOT LEADERS

### ½ Point Dot—6 Dots to the Pica

Number	Height	Setwidth
1314	12 points	6 points
1315	14 points	6 points
1316	16 points	6 points
1317	18 points	6 points
1318	20 points	6 points
1319	22 points	6 points
1320	24 points	6 points
1321	26 points	6 points
1322	28 points	6 points
1323	30 points	6 points
1324	32 points	6 points
1325	34 points	6 points
1326	36 points	6 points
1327	38 points	6 points
1328	40 points	6 points

### 1 Point Dot—6 Dots to the Pica

Number	Height	Setwidth
1329	12 points	6 points
1330	14 points	6 points
1331	16 points	6 points
1332	18 points	6 points
1333	20 points	6 points
1334	22 points	6 points
1335	24 points	6 points
1336	26 points	6 points
1337	28 points	6 points
1338	30 points	6 points
1339	32 points	6 points
1340	34 points	6 points
1341	36 points	6 points
1342	38 points	6 points
1343	40 points	6 points

## VERTICAL HYPHEN LEADERS

Number	Height	Setwidth	Weight
82	12 points	8 points	1 point
83	12 points	8 points	½ point
84	18 points	8 points	½ point

## PARALLEL RULES

### Side Face Cast on 8 Point Body

¼ point x ¼ point—1½ point space

1 point x 1 point—1 point space

1 point x 1 point—1½ point space

## PARALLEL RULES

### Center Face Cast on 6 Point Body

¼ point x ¼ point—1 point space

¼ point x ¼ point—2 point space

1 point x 1 point—1 point space

1 point x 1 point—2½ point space

1 point x 1 point—4 point space

1½ point x 1½ point—1½ point space

2 point x 2 point—2 point space

## TWO LINE RULES

### Side Face Cast on 6 Point Body

¼ point x ¼ point—1½ point space

¼ point x 1½ point—3 point space

¼ point x 3 point—3 point space

1½ point x ½ point—1½ point space

2 point x ¼ point—1 point space

2 point x 1 point—1 point space

¼ point x 2 point—2 point space

¼ point x 3 point—2 point space

2 point x 1 point—2 point space

¼ point x 3½ point—1½ point space

4 point x ½ point—1 point space

## COMBINATION RULES

### Side Face Cast on 6 or 12 Point Body

¼ point x 2 point x ¼ point—1 point space

2 point x 1 point x 1 point x 2 point—2 point space

2½ point x 2½ point x 2½ point—2½ point space

## SINGLE LINE RULES

### Side Face Cast on 6 Point Body

¼ point side face

1 point side face

2 point side face

3 point side face

4 point side face

5 point side face

## SINGLE LINE RULES

### Center Face Cast on 6 or 12 Point Body

¼ point center face

1 point center face

2 point center face

3 point center face

4 point center face

5 point center face

6 point center face

8 point center face

10 point center face

12 point center face

14 point center face

16 point center face

18 point center face

# LUDLOW RULEFORM MATRICES

## Horizontal Rule Matrices

Hairline } Made up in sets of rule matrices of different set widths from ¼ pica em to 21 pica ems, inclusive.  
 One-point }

## Intersecting Rule Matrices

Standard Sizes							Horizontal Face	Vertical Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.			
							Hairline	Hairline	RF 11-21
							Hairline	Double Hairline (2 point white space)	RF 12-21
							Hairline	Half-point	RF 13-21
							Hairline	Double Half-point (1½ point white space)	RF 14A-21
							Hairline	Double Half-point (2 point white space)	RF 14-21
							Hairline	One-point	RF 17-21
							One-point	Hairline	RF 71-21
							One-point	Double Hairline (2 point white space)	RF 72-21
							One-point	Half-point	RF 73-21
							One-point	Double Half-point (1½ point white space)	RF 74A-21
							One-point	Double Half-point (2 point white space)	RF 74-21
							One-point	One-point	RF 77-21

## Vertical Rule Matrices

Standard Sizes							Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.		
							Hairline	RF 01-01
							Double Hairline (2 point white space)	RF 02-01
							Half-point	RF 03-01
							Double Half-point (1½ point white space)	RF 04A-01
							Double Half-point (2 point white space)	RF 04-01
							One-point	RF 07-01

## Slug-Aligning Rule Matrices

Face	Designation	Standard Point Sizes: 12, 14, 16, 18, 20, 22, and 24 point
— Hairline	SA 10-91	
— One-point	SA 70-91	
— Blank Space	SA 00-90	

# LUDLOW FOOD STORE 2-LINE LOGOTYPES

## 6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER CAN 5000	LB. CAN 5001	LB. CANS 5002	GAL. CAN 5003	GAL. CANS 5004	REG. CAN 5005	REG. CANS 5006	TALL CAN 5007	TALL CANS 5008	SMALL CAN 5009	SMALL CANS 5010	LARGE CAN 5011	LARGE CANS 5012
NO. 1 CAN 5013	NO. 1 CANS 5014	NO. 2 CAN 5015	NO. 2 CANS 5016	NO. 2½ CAN 5017	NO. 2½ CANS 5018	NO. 3 CAN 5019	NO. 3 CANS 5020	8-OZ. CAN 5021	8-OZ. CANS 5022	12-OZ. CAN 5023	12-OZ. CANS 5024	
15-OZ. CAN 5025	15-OZ. CANS 5026	16-OZ. CAN 5027	16-OZ. CANS 5028	18-OZ. CAN 5029	18-OZ. CANS 5030	1-LB. CAN 5031	1-LB. CANS 5032	2-LB. CAN 5033	2-LB. CANS 5034	3-LB. CAN 5035	3-LB. CANS 5036	

GEORGIA PEACHES . . . 4	NO. 2½ CANS	65c	DEL MONTE SALMON . .	SMALL CAN	20c
DEL MONTE COFFEE . . 2	1-LB. CANS	55c	CORNERED BEEF HASH . . . .	PER CAN	20c
CALIFORNIA PEARS . . 3	NO. 3 CANS	26c	DEL MONTE CORN . . . .	LARGE CAN	15c

8 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-M Tempo Medium

## 10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER CAN 4000	LB. CAN 4001	LB. CANS 4002	GAL. CAN 4003	GAL. CANS 4004	REG. CAN 4005	REG. CANS 4006	TALL CAN 4007	TALL CANS 4008	SMALL CAN 4009	SMALL CANS 4010	LARGE CAN 4011	LARGE CANS 4012
NO. 1 CAN 4013	NO. 1 CANS 4014	NO. 2 CAN 4015	NO. 2 CANS 4016	NO. 2½ CAN 4017	NO. 2½ CANS 4018	NO. 3 CAN 4019	NO. 3 CANS 4020	8-OZ. CAN 4021	8-OZ. CANS 4022	12-OZ. CAN 4023	12-OZ. CANS 4024	
15-OZ. CAN 4025	15-OZ. CANS 4026	16-OZ. CAN 4027	16-OZ. CANS 4028	18-OZ. CAN 4029	18-OZ. CANS 4030	1-LB. CAN 4031	1-LB. CANS 4032	2-LB. CAN 4033	2-LB. CANS 4034	3-LB. CAN 4035	3-LB. CANS 4036	

ACE CORN . . . 3	NO. 2½ CANS	37c
PET MILK . . . . 4	TALL CANS	25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 48 point Ludlow 28-M Tempo Medium

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.



# LUDLOW FOOD STORE 2-LINE LOGOTYPES

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER PKG.	1-LB. PKG.	1-LB. PKGS.	1-LB. PKG.	1-LB. PKGS.	2-LB. PKG.	2-LB. PKGS.	3-LB. PKG.	3-LB. PKGS.	4-LB. PKG.	4-LB. PKGS.	5-LB. PKG.	5-LB. PKGS.	1/4-LB. PKG.	1/4-LB. PKGS.
5050	5051	5052	5053	5054	5055	5056	5057	5058	5059	5060	5061	5062	5063	5064
1/2-LB. PKG.	1/2-LB. PKGS.	3/4-LB. PKG.	3/4-LB. PKGS.	1 1/2-LB. PKG.	1 1/2-LB. PKGS.	1 3/4-LB. PKG.	1 3/4-LB. PKGS.	LARGE PKG.	LARGE PKGS.	SMALL PKG.	SMALL PKGS.	REG. PKG.	REG. PKGS.	
5065	5066	5067	5068	5069	5070	5071	5072	5073	5074	5075	5076	5077	5078	
MED. PKG.	MED. PKGS.	8-OZ. PKG.	8-OZ. PKGS.	15-OZ. PKG.	15-OZ. PKGS.	20-OZ. PKG.	20-OZ. PKGS.	32-OZ. PKG.	32-OZ. PKGS.	40-OZ. PKG.	40-OZ. PKGS.	PKG. OF 6	PKGS. OF 6	
5079	5080	5081	5082	5083	5084	5085	5086	5087	5088	5089	5090	5091	5092	

SOAP FLAKES . . . 4 LARGE PKGS. 98c

DRIED APRICOTS . . . LARGE PKGS. 20c

R & W FLOUR . . . 2 4-LB. PKGS. 89c

WILSON BACON . . . LB. PKG. 35c

CEYLON TEA . . . 2 1-LB. PKGS. 99c

WILSON COFFEE . . . 1/2-LB. PKG. 18c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-B Tempo Bold

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER PKG.	LB. PKG.	LB. PKGS.	1-LB. PKG.	1-LB. PKGS.	2-LB. PKG.	2-LB. PKGS.	3-LB. PKG.	3-LB. PKGS.	4-LB. PKG.	4-LB. PKGS.	5-LB. PKG.	5-LB. PKGS.	1/4-LB. PKG.	1/4-LB. PKGS.
4050	4051	4052	4053	4054	4055	4056	4057	4058	4059	4060	4061	4062	4063	4064
1/2-LB. PKG.	1/2-LB. PKGS.	3/4-LB. PKG.	3/4-LB. PKGS.	1 1/2-LB. PKG.	1 1/2-LB. PKGS.	1 3/4-LB. PKG.	1 3/4-LB. PKGS.	LARGE PKG.	LARGE PKGS.	SMALL PKG.	SMALL PKGS.	REG. PKG.	REG. PKGS.	MED. PKG.
4065	4066	4067	4068	4069	4070	4071	4072	4073	4074	4075	4076	4077	4078	4079
MED. PKGS.	8-OZ. PKG.	8-OZ. PKGS.	15-OZ. PKG.	15-OZ. PKGS.	20-OZ. PKG.	20-OZ. PKGS.	32-OZ. PKG.	32-OZ. PKGS.	40-OZ. PKG.	40-OZ. PKGS.	PKG. OF 6	PKGS. OF 6	LB. BAG	LB. BAGS
4080	4081	4082	4083	4084	4085	4086	4087	4088	4089	4090	4091	4092	4101	4102

SUGAR . . . . 3 2-LB. PKGS. 89c

RAISINS . . . . 2 1-LB. PKGS. 25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 36 point Ludlow 28-B Tempo Bold

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

# LUDLOW LINING PLATE MISCELLANEOUS MATRICES

FRACTIONS															
16 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
12 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
12 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
8 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
6 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
EN-SET FRACTIONS															
16 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
12 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
8 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$						
COMMERCE GOTHIC LIGHT FRACTIONS					COMMERCE GOTHIC MEDIUM FRACTIONS					COMMERCE GOTHIC MEDIUM CONDENSED FRACTIONS					
18 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
8 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
LINING LITHO LIGHT FRACTIONS						LINING LITHO BOLD FRACTIONS									
18 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$					
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$					
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$					
8 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$					
6 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$					
PARENTHESES															
POINT SIZE	6 No. 1	6 No. 2	6 No. 3	6 No. 4	12 No. 1	12 No. 2	12 No. 3	12 No. 4	18 No. 1	18 No. 2	24 No. 1	24 No. 2			
Lining Plate Gothic	(	)	(	)	(	)	(	)	(	)	(	)	(	)	(
Lining Litho Light	(	)	(	)	(	)	(	)	(	)	(	)	(	)	(
Lining Litho Bold	(	)	(	)	(	)	(	)	(	)	(	)	(	)	(
Commerce Gothic Light	(	)	(	)	(	)	(	)	(	)	(	)	(	)	(
Commerce Gothic Medium	(	)	(	)	(	)	(	)	(	)	(	)	(	)	(
Commerce Gothic Medium Condensed	(	)	(	)	(	)	(	)	(	)	(	)	(	)	(
PER CENT MARKS															
8 Pt. No. 1	8 Pt. No. 2	8 Pt. No. 3	8 Pt. No. 4	12 Pt. No. 1	12 Pt. No. 2	12 Pt. No. 3	12 Pt. No. 4	18 Pt. No. 1	18 Pt. No. 2	24 Pt. No. 1	24 Pt. No. 2				
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## NOTE

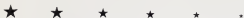
All sizes of the Ludlow Lining Plate Gothics align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

# LUDLOW LINING PLATE MISCELLANEOUS MATRICES

## FIVE POINTED STARS

Full Face

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3 6 Pt. No. 1



## FIVE POINTED STARS

Outline

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



## ARITHMETICAL SIGNS

Lightface

8 POINT NO. 3 + - X - =

12 POINT NO. 2 + - X + =

12 POINT NO. 3 + - X + =

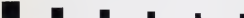
12 POINT NO. 4 + - X ÷ =

18 POINT NO. 1 + - X ÷ =

Boldface

## SOLID SQUARES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



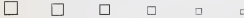
## SOLID DOTS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



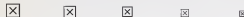
## ELECTION SQUARES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



## ELECTION SQUARES WITH CROSS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1



## MALTESE CROSSES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## FISTS FULLFACE

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



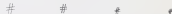
## FISTS OUTLINE

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



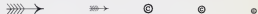
## NUMBER SIGNS

18 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



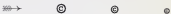
## ARROWS

12 Pt. No. 4 6 Pt. No. 3 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



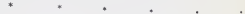
## COPYRIGHT SIGNS

12 Pt. No. 4 6 Pt. No. 3 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



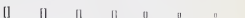
## ASTERISKS (Lightface)

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 4 6 Pt. No. 3



## BRACKETS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 4 6 Pt. No. 3 6 Pt. No. 2 6 Pt. No. 1



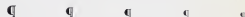
## BRACES

18 Pt. No. 1 12 Pt. No. 4



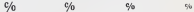
## PARAGRAPH MARKS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## CARE-OF SIGNS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## COMMERCIAL SIGNS

	Pound	Com'l @	Account	Per	Section	Dogges	Double Dagger	Cent	Check	Degree	Inch	Foot
18 POINT NO. 1		@	%	¢	\$	†	‡	¢	✓	°	11	1
12 POINT NO. 4	lb	@	%	¢	\$	†	‡	¢	✓	°	11	1
12 POINT NO. 3	lb	@	%	¢	\$	†	‡	¢	✓	°	11	1
12 POINT NO. 2	lb	@	%	¢	\$	†	‡	¢	✓	°	11	1
12 POINT NO. 1	lb	@	%	¢	\$	†	‡	¢	✓	°	11	1
6 POINT NO. 4		@	%	¢	\$	†	‡	¢	✓	°	11	1
6 POINT NO. 3	lb	@	%	¢	\$	†	‡	¢	✓	°	11	1

## NOTE

All sizes of the Ludlow Lining Plate Gothic align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

# LUDLOW MISCELLANEOUS MATRICES

## ARITHMETICAL SIGNS

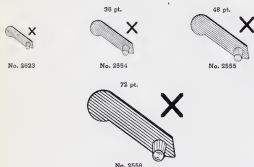
	Lightface									
6 Point	+	-	x	÷	=	±	>	<	√	∞
8 Point	+	-	x	÷	=	±	>	<	√	∞
10 Point	+	-	x	÷	=	±	>	<	√	∞
12 Point	+	-	x	÷	=	±	>	<	√	∞
14 Point	+	-	x	÷	=	±	>	<	√	∞
18 Point	+	-	x	÷	=	±	>	<	√	∞

### Boldface

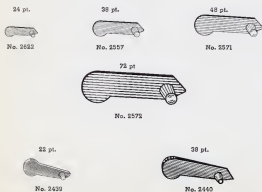
6 Point	+	-	x	÷	=	±	>	<	√	∞
8 Point	+	-	x	÷	=	±	>	<	√	∞
10 Point	+	-	x	÷	=	±	>	<	√	∞
12 Point	+	-	x	÷	=	±	>	<	√	∞
14 Point	+	-	x	÷	=	±	>	<	√	∞
18 Point	+	-	x	÷	=	±	>	<	√	∞

## VOTING MACHINE LEVER SYMBOLS

### With Cross



### Without Cross



## NUMBER SIGNS

### Lightface

8	8	10	12	14	18	24	30	36
#	#	#	#	#	#	#	#	#

### Boldface

8	8	10	12	14	18	24	30	36
#	#	#	#	#	#	#	#	#

## COMMERCIAL SIGNS

### Lightface Checks

6	8	10	12	14	18	24	30
✓	✓	✓	✓	✓	✓	✓	✓



### Boldface Checks

6	8	10	12	14	18	24	30
✓	✓	✓	✓	✓	✓	✓	✓



### Pound

36	48	12	14	18	24
£	£	©	©	©	©

### Copyright Marks

18	24	Account	Cent Mark
£	£	a/c	¢ ¢

### Temple Heavy Condensed Dollar Marks (cast long way of slug)

18	24	36	48
\$	\$	\$	\$

## ASTERISKS

60	Roman Light	72
*	*	*

## CARE-OF-SIGNS

c/o	c/o
14	18

60	Italic Light	72
*	*	*

## WINDOW CORNERS

10 point
Left Right

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 30-L KARNAK LIGHT

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 30-LM KARNAK INTERMEDIATE

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 30-LMI KARNAK INTERMEDIATE ITALIC

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 30-M KARNAK MEDIUM

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 30-MEC KARNAK OBELISK

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 30-H KARNAK BLACK

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 30-HI KARNAK BLACK ITALIC

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

## LUDLOW 30-HC KARNAK BLACK CONDENSED

$\frac{3}{4}$   
48 Point

$\frac{3}{4}$   
42 Point

$\frac{3}{4}$   
36 Point

$\frac{3}{4}$   
30 Point

$\frac{3}{4}$   
24 Point

$\frac{3}{4}$   
18 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$

$\frac{1}{3}$

$\frac{2}{3}$

$\frac{1}{4}$

$\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 28-L TEMPO LIGHT

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-M TEMPO MEDIUM

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-B TEMPO BOLD

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-BI TEMPO BOLD ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-BC TEMPO BOLD CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-H TEMPO HEAVY

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-HC TEMPO HEAVY CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-HCI TEMPO HEAVY CONDENSED ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ 
 $\frac{1}{3}$ 
 $\frac{2}{3}$ 
 $\frac{1}{4}$ 
 $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 3-B BODONI BOLD

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 3-BEC BODONI CAMPANILE

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 3-H BODONI BLACK

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 6-C CONDENSED GOTHIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 6-FEC FRANKLIN GOTHIC EXTRA CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 42-MIC CORONET

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 42-BIC CORONET BOLD

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ 
 $\frac{1}{3}$ 
 $\frac{2}{3}$ 
 $\frac{1}{4}$ 
 $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 43-M RADIANT MEDIUM

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

80 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-B RADIANT BOLD

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-BC RADIANT BOLD CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-BEC RADIANT BOLD EXTRA CONDENSED

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-H RADIANT HEAVY

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 38-HIC HAUSER SCRIPT

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

24 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$  $\frac{1}{3}$  $\frac{2}{3}$  $\frac{1}{4}$  $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)



# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 28-EH TEMPO BLACK DIAGONAL FRACTIONS

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-HCI KARNAK BLACK CONDENSED ITALIC DIAGONAL FRACTIONS

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 3-BECI BODONI CAMPANILE ITALIC DIAGONAL FRACTIONS

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ 
 $\frac{1}{3}$ 
 $\frac{2}{3}$ 
 $\frac{1}{4}$ 
 $\frac{3}{4}$ 

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC DIAGONAL FRACTIONS

 $\frac{3}{8}$ 

48 Point

 $\frac{3}{8}$ 

42 Point

 $\frac{3}{8}$ 

36 Point

 $\frac{3}{8}$ 

30 Point

 $\frac{3}{8}$ 

24 Point

 $\frac{3}{8}$ 

18 Point

 $\frac{3}{8}$ 

14 Point

 $\frac{3}{8}$ 

12 Point

 $\frac{3}{8}$ 

10 Point

Made in the following denominations:  $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\frac{1}{16}$   $\frac{3}{16}$   $\frac{5}{16}$   $\frac{7}{16}$   $\frac{9}{16}$   $\frac{11}{16}$   $\frac{13}{16}$   $\frac{15}{16}$   $\frac{1}{32}$   $\frac{1}{64}$

The above fractions made in sizes from 6 to 14 point

## LUDLOW 28-H TEMPO HEAVY DIAGONAL FRACTIONS

 $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$ 

14 Point

 $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$ 

12 Point

 $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$ 

10 Point

 $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$ 

8 Point

## LUDLOW 47-H SAMSON DIAGONAL FRACTIONS

 $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$ 

48 Point

 $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$ 

36 Point

 $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$ 

24 Point

## LUDLOW 28-M TEMPO MEDIUM DIAGONAL FRACTIONS

 $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$ 

10 Point

 $\frac{1}{4}$ 

72 Point

 $\frac{1}{2}$ 

72 Point

 $\frac{1}{4}$ 

60 Point

 $\frac{1}{2}$ 

60 Point

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL AND EN-SET FRACTIONS

## LUDLOW 30-MI KARNAK MEDIUM ITALIC

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 30-LM KARNAK INTERMEDIATE

**3/4**

72 Point

**3/4**

60 Point

## LUDLOW 3-M BODONI MODERN

**3/4**

48 pt.

**3/4**

42 pt.

**3/4**

36 pt.

**3/4**

30 pt.

**3/4**

24 pt.

**3/4**

18 pt.

## LUDLOW 30-H KARNAK BLACK

**3/4**

72 Point

**3/4**

60 Point

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

**3/4**

72 Point

**3/4**

60 Point

**3/4**

72 pt.

**3/4**

60 pt.

**3/4**

48 pt.

## LUDLOW 28-B TEMPO BOLD EN-SET FRACTIONS

**3/4**

42 pt.

**3/4**

36 pt.

**3/4**

30 pt.

**3/4**

24 pt.

**3/4**

18 pt.

**3/4**

14 pt.

**3/4**

12 pt.

**3/4**

10 pt.

**3/4**

8 pt.

**3/4**

6 pt.

**3/4**

72 pt.

**3/4**

60 pt.

**3/4**

48 pt.

## LUDLOW 28-H TEMPO HEAVY EN-SET FRACTIONS

**3/4**

42 pt.

**3/4**

36 pt.

**3/4**

30 pt.

**3/4**

24 pt.

**3/4**

18 pt.

**3/4**

14 pt.

**3/4**

12 pt.

Each set of the above fractions contains 2 each of the following characters:

1/2

1/3

2/3

1/4

3/4

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

**1/5**

72 Point

**1/5**

60 Point

**1/5**

48 Point

**1/5**

42 Point

**1/5**

36 Point

**1/5**

30 Point

**1/5**

24 Point

**1/5**

18 Point

**4/5**

72 Point

**4/5**

60 Point

**4/5**

48 Point

**4/5**

42 Point

**4/5**

36 Point

**4/5**

30 Point

**4/5**

24 Point

**4/5**

18 Point

## LUDLOW EN-SET BOLD FRACTIONS

**3/4**

72 Point

**3/4**

60 Point

## LUDLOW EN-SET LIGHT FRACTIONS

**3/4**

72 Point

**3/4**

60 Point

# LUDLOW EN-SET BOLD AND LIGHT FRACTIONS

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

48 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

48 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

42 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

42 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

36 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

36 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

30 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

30 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

24 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

24 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

18 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

18 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

14 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

14 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

12 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

12 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

10 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

10 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

8 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

8 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

6 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

6 Point

En-set fractions for Tempo Bold  
are shown on page 41

TEMPO MEDIUM CONDENSED  
DIAGONAL FRACTIONS

**$\frac{1}{2}$   $\frac{1}{4}$**

60 Point

**$\frac{1}{2}$   $\frac{1}{4}$**

72 Point

# LUDLOW DIAGONAL FRACTIONS

LUDLOW 24-L GARAMOND

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	

LUDLOW 24-LI GARAMOND ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	

LUDLOW 24-B GARAMOND BOLD

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	

LUDLOW 24-BI GARAMOND BOLD ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	

LUDLOW 43-MI RADIANT MEDIUM ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point

LUDLOW 3-B BODONI BOLD

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point

LUDLOW 28-HC TEMPO HEAVY CONDENSED

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point

LUDLOW 3-BI BODONI BOLD ITALIC

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
(Also available from 18 to 43 point inclusive)	

LUDLOW 28-HI TEMPO HEAVY ITALIC

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point

LUDLOW 3-H BODONI BLACK

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point

LUDLOW 28-H TEMPO HEAVY

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW EM-SET LIGHT ROMAN FRACTIONS

$\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$

$\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$

$\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$

$\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$

$\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$

$\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$

$\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$

$\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

# LUDLOW EM-SET BOLD ROMAN FRACTIONS

---

**$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**

**$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**

**$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**

**$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**

**$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**

**$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**

**$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**

**$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**

**$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

**3**<sup>TINS</sup>**47<sup>c</sup>**      **303**<sup>Can</sup>**29<sup>c</sup>**  
60 Point Combination      72 Point Combination

**3**<sup>LBS</sup>**89<sup>c</sup>**  
84 Point Combination

**2**<sup>FOR</sup>**53<sup>c</sup>**  
96 Point Combination

Ludlow Tempo Heavy Condensed Logotypes for use  
with all 1¼-inch matrices

F L D Y J A C P Q B G T  
O B O D A N A K T A A I  
R S Z S R D N G S R L N  
2582 2593 2594 2595 2716 2717 2718 2719 2722 2724 2726 2727

**L** **T** **Q** **Cello** **Cello** **303** **303**  
**B** **O** **T** **Bag** **Bags** **Can** **Cans**  
2714 2715 2721 2730 2731 2732 2733

E A C H      B A R S      G A L S      T I N S      P A I R      J A R S      C A N S      P K G S  
2720 2723 2725 2728 2596 2597 2598 2599

**C** **C** **C** **C** **C** **C** **C**  
**ea** **lb** **dz** **yd** **pr** **qt** **pt**  
2600 2601 2602 2603 2604 2605 2729

*For Brighter and Cleaner Washings*

**FINEST BLEACH** **2**<sup>QTS</sup>**63<sup>c</sup>**

This is one of our unusual specials

**2**<sup>303</sup>**73<sup>c</sup>**      **Q**<sup>T</sup>**49<sup>c</sup>**      **27<sup>c</sup>**  
**3**<sup>BARS</sup>**27<sup>c</sup>**      **35<sup>c</sup>** **A**<sup>N</sup>**D** **45<sup>c</sup>**  
36 Point Combinations

**2**<sup>FOR</sup>**89<sup>c</sup>**      **2**<sup>LBS</sup>**65<sup>c</sup>**  
**42<sup>c</sup>** **yd**      **63<sup>c</sup>** **pr**      **45<sup>c</sup>** **qt**  
42 Point Combinations

**2**<sup>FOR</sup>**48<sup>c</sup>**      **2**<sup>LBS</sup>**38<sup>c</sup>**  
**19<sup>c</sup>** **ea**      **60<sup>c</sup>** **lb**      **28<sup>c</sup>** **dz**  
48 Point Combinations

Ludlow Tempo Heavy Condensed Logotypes for use  
with ¾-inch matrices

F L D Y J A C P Q B G T  
O B O D A N A K T A A I  
R S Z S R D N G S R L N  
2578 2579 2580 2581 2696 2697 2698 2699 2702 2704 2706 2707

**L** **T** **Q** **Cello** **Cello** **303** **303**  
**B** **O** **T** **Bag** **Bags** **Can** **Cans**  
2694 2695 2701 2710 2711 2712 2713

E A C H      B A R S      G A L S      T I N S      P A I R      J A R S      C A N S      P K G S  
2700 2703 2705 2708 2582 2583 2584 2585

**C** **C** **C** **C** **C** **C** **C**  
**ea** **lb** **dz** **yd** **pr** **qt** **pt**  
2586 2587 2588 2589 2590 2591 2709

## LUDLOW LOGOTYPES

are designed for use with ¾-inch and 1¼-inch Ludlow figure matrices. In the 36, 42 and 48-point combinations shown above, 36-point logotypes are used throughout. In the 60, 72, 84 and 96-point combinations (84 and 96-point Franklin Gothic Extra Condensed figures shown here are driven in 1¼-inch matrices) 60-point logotypes are used. In all combinations in which the cent mark is used alone, it is the standard superior "o" in that size. These logotypes will greatly facilitate handling price figure composition.

# LUDLOW ADVERTISING BRACKETS



No. 412 No. 411

84 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 414 No. 413

84 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 416

84 Pt. Ludlow Reversible Bracket

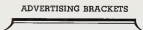
Cast lengthwise with the slug



No. 415

84 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 456 No. 457 No. 458

Ludlow Piece Bracket

Cast lengthwise with the slug

No. 457 in sizes to make 98 pt., 120 pt., 144 pt.,  
168 pt., 192 pt., 216 pt., 240 pt. and 278 pt.



No. 454 No. 455

80 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 450 No. 451

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 492 No. 493

Cast lengthwise with the slug



No. 446 No. 447

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 488 No. 489

Cast lengthwise with the slug



No. 453

60 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 470 No. 469

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 494

48 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 468 No. 467

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 490

36 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 443

72 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 452

60 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 449 No. 448

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 495

48 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 445 No. 444

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 491

36 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug

## DIPHTHONGS

Æ Œ æ œ

18 Point Ludlow 28-B Tempo Bold

Æ Œ æ œ

18 Point Ludlow 30-M Karnak Medium

Æ Œ æ œ

18 Point Ludlow 24-B Garamond Bold

The above Diphthongs are available  
in all point-sizes of all typefaces

## MORTISED MATRICES

Available in all faces and point-sizes in both Roman and Italic from 14 to 96 point (inclusive)

WAY

As set with  
regular matrices

WAY

As set with  
mortised matrices

ATAVISM

As set with  
regular matrices

ATAVISM

As set with  
mortised matrices

A complete set consists of 27 matrices as follows:

Left-Hand Top Mortise

Caps-A, M

Lower-Caps-a, e, o, u, i, x, y

Right-Hand Top Mortise

Caps-A, L, M

Both Right and Left Top Mortise

Caps-A, M

Left-Hand Bottom Mortise

Caps-T, V, W, Y

Right-Hand Bottom Mortise

Caps-F, T, V, W, Y

Both Right and Left Bottom Mortise

Caps-T, V, W, Y

The majority of sets of mortised matrices will not consist of the full 27 matrices because  
the applicability of the mortising idea varies in different faces with special reference  
to Roman caps F and M and to Italic caps A, M, V and W.

Matrices may be ordered individually or in complete sets.



# LUDLOW MISCELLANEOUS MATRICES

## CALENDAR MARKS

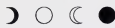
### Moon Phases



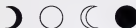
12 Point



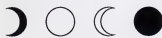
14 Point



16 Point



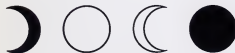
24 Point



30 Point



36 Point



48 Point

Last Quarter

New Moon

First Quarter

Full Moon

## CALENDAR FRACTIONS

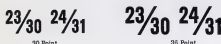


12 Point

14 Point

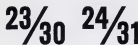
16 Point

24 Point



30 Point

36 Point



48 Point

## FISHES



12 Point

14 Point

16 Point

24 Point



30 Point

36 Point

48 Point

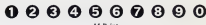


6 Point

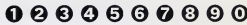
## REVERSE NUMERALS IN CIRCLE



12 Point



14 Point



16 Point



24 Point

## PERCENT MARKS



42 Point 1-L



48 Point 1-L



48 Point 1-B

## STARS

### Outline



42 Point



48 Point



60 Point



72 Point

### Solid



80 Point



72 Point

## ELECTION SQUARES

### Without Cross



30 Point



42 Point



48 Point



42 Point



48 Point

## REGISTER MARKS

6 Point



8 Point



10 Point



12 Point



15x15 Point  
2261



18x18 Point  
2262



24x24 Point  
2263

# LUDLOW SUPERIOR FIGURES

## TEMPO BOLD CONDENSED

**\$11<sup>65</sup>** **\$7<sup>15</sup>** **\$18<sup>20</sup>** **\$12<sup>90</sup>** **59<sup>c</sup>** **\$46<sup>45</sup>**

90 Point

75 Point

60 Point

48 Point

42 Point

36 Point

**\$97<sup>48</sup>**

30 Point

**\$38<sup>29</sup>**

24 Point

**\$27<sup>50</sup>**

18 Point

**\$35<sup>82</sup>**

14 Point

## MISCELLANEOUS SUPERIOR FIGURES

**\$18<sup>90</sup>** **\$27<sup>45</sup>** **\$10<sup>17</sup>**

72 Point Karnak Black Italic

72 Point Radiant Heavy

72 Point Bodoni Black

**\$18<sup>20</sup>**

60 Point Tempo Heavy

**\$12<sup>75</sup>**

72 Point Radiant Bold Condensed

**\$35<sup>10</sup>**

48 Point Karnak Black

**\$6<sup>18</sup>**

48 Point Karnak Medium

**\$45<sup>79</sup>**

48 Point Franklin Gothic Extra Condensed

**\$63<sup>80</sup>**

48 Point Tempo Heavy Condensed

**\$67<sup>29</sup>**

42 Point Tempo Bold

**\$34<sup>82</sup>**

36 Point Caslon Bold

**\$70<sup>35</sup>**

36 Point Karnak Black Condensed

**\$24<sup>70</sup>**

30 Point Garamond Bold

**\$95<sup>70</sup>**

30 Point Bodoni Bold

**\$78<sup>34</sup>**

24 Point Karnak Intermediate

**\$65<sup>28</sup>**

24 Point Franklin Gothic

**\$26<sup>70</sup>**

10 Point Bodoni Black

**\$55<sup>99</sup>**

10 Point Eden Bold

**\$28<sup>40</sup>**

14 Point Tempo Heavy

## SUPERIOR FIGURES WITH UNDERScore

**\$5<sup>89</sup>**

48 Point Ludlow Black

**\$5<sup>65</sup>**

36 Point Cheltenham Bold Condensed

**\$7<sup>49</sup>**

30 Point Medium Condensed Gothic

**Sc. 1234567890**

A set consists of two each of the above characters

Superior figures, with or without underscore, are available in any standard typeface series provided appropriate sizes are available in desired series.

